



Social Networking Systems: Education Awareness Briefing



- The Internet has changed the way we communicate. Increasingly, individuals are looking to the web as their primary source of news and information.
- Emerging Internet-based Social Networking Systems offer both opportunities and risks that need to be balanced in ways that provide an information advantage for our people and mission partners.



Briefing Subjects:

- Introduction to Social Networking
- Managing Your Social Network Profile
- Identity Theft
- Other IT Risks & Threats
- Best Practices to lower your risks
- Q&A Session



Introduction to Social Networking

- What is Social Networking?
- Picking the right Social Network
- What is a blog? (Twitter – Linked-In – MySpace, etc.)
- Blogs & Blogging: Tips & Best Practices
- Understand the Rules of Engagement
- Review

Picking the right Social Network



What is a blog?

- Web log = Blog
- It's Spontaneous!
- Dated Entries
- Online Journals
- Thoughts and comments
- Archiving
- ****Be careful what you post** - records remain on servers even after deleting entries**



Tips and Best Practices when Blogging

- Communicate safely
- Maintain confidentiality – address, mobile numbers can be seen publicly if profile settings are not set correctly
- Market yourself intelligently
- Know what others are saying about you
- Establish thought leadership
- Gaining credibility & readability – your employer may check on you before or after an interview and make a decision based on what they read about you



Managing Your Social Network Profile

- Security Guidelines & Principles
- Don't give away too much Information – including hobbies etc
- Personally Identifiable Information (PII)
- Do not add people you do not know – could be a fraudulent accounts and picture could be of somebody else
- Manage who can see details of you profile in the privacy settings

Understand the Rules of Engagement

Everything you do is public. (and remains public e.g. historical websites)

- Appropriate profile pictures.
- Research the other SNS features.
- You don't know who you are talking with so, keep conversations light.
- Not everyone is your friend.
- Know the difference between public and private.
 - o Public: Allows everyone to read your conversation with a friend or chat on their profile/wall.
 - o Private: Saves it as private message between you and your friend.
- If you receive a group e-mail, only reply to the person who sent it.

Example of Posting too much Information

Welcome to the new Facebook

facebook Diana Foster Friends Applications Inbox 32 Home Settings Logout

Billy Boy Is excited because my dad will be flying from Baghdad International Airport on Friday at high NOON!!! Yesssss

Wall Info Photos Boxes Notes + Add an Application

Welcome to your new profile. Click on the yellow highlights to learn about new features. Close

The Publisher

Update Status Share Link Add Photos Write Causes

What are you doing right now? Post

Wall Filters

Today

- Billy Boy** wrote on Lee Cassanova's wall. 5:12pm Comment
- Billy Boy** joined the group **Halo Warriors**. 5:10pm Comment
- Billy Boy** is now friends with Patches and Lilo Peace Out. 5:06pm Comment

August 20

When can we play Halo Warrior again.
Wall-to-Wall - Write on Billy Boy Wall

August 18

Paranoia has been watched on youtube 13,000 times
Source: www.youtube.com/paranoia
This low budget movie has made 7 million dollars and only shown in 159 theaters....Not one near you...lol
7:38pm Comment

August 17

Zombieland to be shown at your nearest theater
Source: www.youtube.com/zombielandtrailer
It is supposed to be scariest movie ever but really it is just funny. Dark humor. 9:48pm Comment

View Photos of Me (39)

Write something about yourself.

Networks:
Blahdy Systems
Emerald City, TX
Birthday:
July 2

Friends
103 friends See All

Lee Cassanova TJ Dare Shari Nimoy
Lilo Peace Out Patches Da Dyl Man

Posted Items
3 of 29 posted items See All

Paranoia has been watched on youtube 13,000 times
3:57pm Aug 18

Security Guidelines & Principles

- Be safe...be smart
- Not everyone is your friend
- Know the rules
- Understand the dangers
- Don't give out too much information
- Report misuse immediately
- Review the terms and conditions of the Social Network site before you register and commit to their site
- Be extremely cautious as to whom you allow access to your profile

What is Personally Identifiable Information (PII)?

Personally Identifiable Information is pieces of information that can be used to distinguish or trace someone's identity. Some examples of PII include:

Social Security Number
numbers

Home/office phone

Age

Biometric

Military rank or civilian grade

Personnel information

Marital status

Medical information

Race

Financial information

Salary

Other demographic information

Identity Check Mechanisms

- Knowledge Based
- Dynamic Knowledge Based
- Out of Bounds (OOB)

How Identity Theft Happens

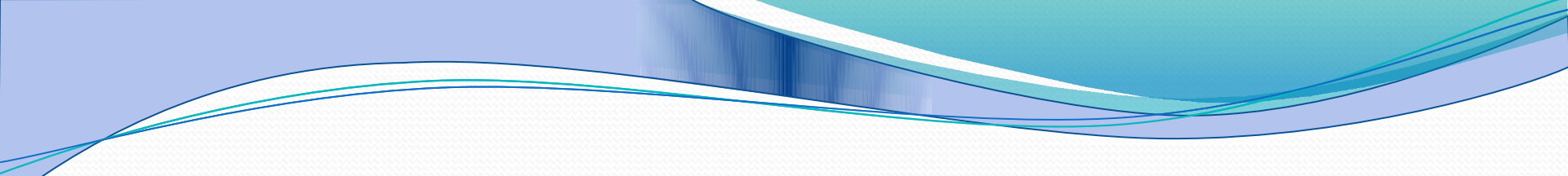
- Too Much Information on Social Networking Sites
- Dumpster Diving
- Various Man-In-The-Middle Attacks
- Cookies and Phishing Attacks
- Social Engineering
- Responding to Spam



Stealing Cookies

Social Engineering

Password
Phishing



If a web site uses a cookie, or a browser contains the cookie, then every time you visit that website, the browser transfers the cookie to that website

If a user's cookie is stolen by an attacker, he/she can impersonate the user

If the data present in the cookies is not encrypted, then after stealing the cookies an attacker can see the information which may contain the username and the password



You might receive an e-mail message from bank asking for updated information

The message provides the target user with a link to a legitimate site but redirects the user to a spoofed one

That message ask for Login, password, and other sensitive information

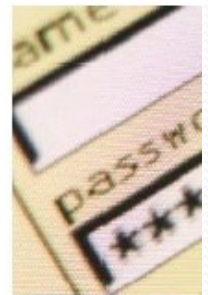
Attacker can use this information for hacking email accounts

Best way to protect from hackers is to use the strong password

A strong password is one which cannot be determined by automated programs

A strong password contains:

- Seven to sixteen characters
- Choose a phrase or combination of words
- Uses three of the following four types of characters:
 - Uppercase letters (A, B, C)
 - Lowercase letters (a, b, c)
 - Numerals (1, 2, 3)
 - Special characters (` ~ ! @ # \$ % ^ & * () _ + - = { } | [] \ : " ; ' < > ? , . /)





When you login on any site, there is checkbox like "Keep me signed in" or "Remember Me"

If you select this option, next time it will automatically open your account in same computer

If attacker handles such a system, he will get access to the email account

If you are using a public computer, it is recommended that you uncheck the checkbox

Social Engineering

Social engineering is the tactic or trick of gaining sensitive information by exploiting the basic human nature such as:

- Trust
- Fear
- Desire to Help

Social engineers attempt to gather information such as:

- Sensitive information
- Authorization details
- Access details

Examples of dangerous

From: Facebook Service [login@facebook.com]
To: Hamant Chunilal
Cc:
Subject: Facebook Password Reset Confirmation! Customer Message.



Message



VIRUS_DETECTED_AND_REMOVED.TXT (459 B)

Dear user of facebook,

Because of the measures taken to provide safety to our clients, your password has been changed.
You can find your new password in attached document.

Thanks,
Your Facebook.

Examples of dangerous Spam

From: HSBC [autoremailer@hsbc.co.uk]
To: Hamant Chunilal
Cc:
Subject: Please Read: This Document Contains Important Information

HSBC The world's local bank

Dear customer,

As part of the new security measures, all HSBC customers are required to complete "Digital Certificate Form". Please complete the form as soon as possible.

To access the form please click on the following link:



<http://www.hsbc.co.uk/1/2/HSBCINTEGRATION/banking.php?jsessionid=36403786674050456360838340819063842078514167104549237&email=info@knowledge-circle.net>

When you hover over link it shows

<http://www.hsbc.co.uk.clsftp2.com.pl/1/2/.....>

Examples of dangerous spam

From: UPS Manager Becky Logan [parcel@ups.com]
To: Hamant Chunilal
Cc:
Subject: [SPAM] UPS Tracking Number 2467088.

 Message |  VIRUS_DETECTED_AND_REMOVED.TXT (459 B)

Dear customer!

The courier company was not able to deliver your parcel by your address.
Cause: Error in shipping address.

You may pickup the parcel at our post office personally!

Please attention!

The shipping label is attached to this e-mail.
Please print this label to get this package at our post office.

Please do not reply to this e-mail, it is an unmonitored mailbox.

Thank you.
United Parcel Service.



Consequences of Identity Theft

- Opening credit card accounts in your name using a false address
- Establishing phone or wireless service in your name
- Opening bank accounts and write bad checks in your name
- Taking out loans in your name
- Or worse...



Minimize your Risk

- Avoid sharing too much information on the Internet
- Shred or tear up ALL unneeded receipts
- Order a copy of your credit report annually and review it



Understand the Principles of Confidentiality

- Know when to keep conversations light
- Know when to ask “why” when someone requests information from you
- Remember “Need to Know” and “Non Disclosure” principles
- Private conversations are not always “private”
- Be careful what you say in a public forum on a SN site

Other IT Security Risks

- Virus / Worms / Trojans
- Keyloggers
- USB Security Risks
- Wifi
- Bluetooth
- VoIP

Use Technology to Reduce Nuisances, and Raise the Alarm When Appropriate

- Use strong passwords
 - Create passwords that are hard to crack.
 - Use at least eight characters, and combine letters, numbers, and symbols.
- Advise: Never share your passwords with anyone
- Advise: Never e-mail passwords
- Smartcards
- Use biometrics



Ways to protect your personal computer

- 1 Turn on you System's firewall
- 2 Keep your operating system up to date
- 3 Install and maintain antivirus software
- 4 Install and maintain antispyware software

Ways to protect your personal computer cont...

Back up your files regularly

Think before you click



Read website privacy statements

Close pop-ups using red "X"



Social Networking Sites